

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1-25. (Canceled)

26. (Currently Amended) A method of episodically delivering entertainment content for a reality-based game to a plurality of users users, the method comprising:
delivering an initial ~~episode of content~~ episodic game module to a plurality of
user computers using a first transport mechanism, wherein the initial ~~episode~~ episodic game
module comprises an initial set of technology for enabling an initial episode of content on a user
computer; and
delivering subsequent ~~episodes~~ episodic game modules at periodically scheduled
intervals to at least one user, wherein each subsequent episodic game module includes a content
component, and wherein the content component of at least one of the subsequent episodic game
modules comprises one of a clue or a task to be completed by the user and is delivered to the at
least one user using a second transport mechanism different from the first transport mechanism.

27. (Currently amended) The method of claim 26 further comprising:
obtaining an e-mail address from a user; and wherein delivering the content
component of the at least one subsequent episodic game module comprises delivering
information related to the entertainment content to the obtained e-mail address.

28. (Currently amended) The method of claim 26 further comprising:
providing an e-mail address to a user; and wherein delivering the content
component of the at least one subsequent episodic game module comprises delivering
information related to the entertainment content to the provided address.

29. (Original) The method of claim 26 further comprising:

2 placing information relevant to content of the episode on a web site maintained by
3 a third party; and
4 wherein the information comprises a request that the user access the web site to
5 find the relevant information.

1 30. (Currently amended) The method of claim 26 comprising:
2 identifying a relevant current event news story; and wherein delivering the
3 content component of the at least one subsequent episodic game module comprises transmitting
4 information regarding the current event news story to at least one user to provide additional
5 information related to the episode content.

1 31. (Currently Amended) The method of claim [[26]] 30 further comprising:
2 determining a link to a web site containing the news story; and wherein
3 transmitting information comprises transmitting link information to the web site containing the
4 news story to at least one user.

1 32. (Original) The method of claim 30 further comprising:
2 creating a false news story related to the identified news story, wherein the false
3 news story links the content of the episode to the identified news story.

1 33. (Original) The method of claim 32 further comprising:
2 publishing the false news story on a web site maintained by a developer of the
3 entertainment content.

1 34. (Currently Amended) The method of claim 26 wherein delivering the
2 content component of the at least one subsequent episodic game module comprises further
3 comprising:
4 sending a message to a user's voice mail box, wherein the message is related to
5 the entertainment content.

1 35. (Original) The method of claim 34 further comprising the step of:

2 providing a user with a voice mail box.

1 36. (Currently amended) The method of claim 34 wherein sending a message
2 further comprises sending a message to the user's voice mail wherein the message is represented
3 to be from a character in the entertainment content.

1 37. (Currently amended) The method of claim 26 further comprising:
2 obtaining a facsimile number from a user; and wherein delivering the content
3 component of the at least one subsequent episodic game module comprises transmitting
4 information relating to the entertainment content to the obtained facsimile number.

1 38. (Currently Amended) The method of claim 26 further comprising:
2 providing a facsimile number from a user; and wherein delivering the content
3 component of the at least one subsequent episodic game module comprises transmitting
4 information relating to the entertainment content to the ~~providing~~ provided facsimile number.

1 39. (Currently Amended) The method of claim 26 wherein new technology is
2 used to implement an episode, further comprising:
3 incrementally delivering data [[to]] related to enabling the new technology as part
4 of a plurality of episodes to a user.

1 40. (Original) The method of claim 26 wherein an episode requires a video
2 file to be played by a user, further comprising:
3 incrementally delivering data comprising the video file as part of a plurality of
4 episodes to a user.

1 41. (Original) The method of claim 26 wherein an application developer
2 implements the episodes delivered to the users using technology from at least one third-party
3 vendor, and the third-party vendor updates the technology delivered to the users without
4 participation of the application developer.

1 42-46. (Canceled)

1 47. (New) A method of episodically delivering entertainment content to a
2 plurality of users comprising:
3 delivering an initial episode of content, wherein the initial episode comprises an
4 initial set of technology for enabling an initial episode of content;
5 delivering subsequent episodes at periodically scheduled intervals to at least one
6 user;
7 identifying a relevant current event news story;
8 creating a false news story related to the identified news story, wherein the false
9 news story links the content of the episode to the identified news story; and
10 transmitting information regarding the current event news story to at least one
11 user to provide additional information related to the episode content.

1 48. (New) The method of claim 47, further comprising:
2 publishing the false news story on a web site maintained by a developer of the
3 entertainment content.

1 49. (New) A method of episodically delivering entertainment content to a
2 plurality of users comprising:
3 delivering an initial episode of content, wherein the initial episode comprises an
4 initial set of technology for enabling an initial episode of content;
5 delivering subsequent episodes at periodically scheduled intervals to at least one
6 user, wherein an episode requires a video file to be played by a user; and
7 incrementally delivering data comprising the video file as part of a plurality of
8 episodes to a user.